

Exam.Code:0005

Sub. Code: 0470

2021

B.A./B.Sc. (General) Fifth Semester

Functional English

Paper – A: Print Journalism

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt any five questions.

x-x-x

- I. Write short notes on any seven of the following terms in about 20-30 words each:-
- Ribbon
 - Paparazzi
 - Middle
 - Scoop
 - Handout
 - Human Interest Story
 - Inverted Pyramid
 - Broadsheet
 - Analytical Reporting (7x2)
- II. Write short notes on any two of the following in about 100 -150 words each:-
- Press Council of India
 - Freelancing
 - Investigative and Interpretative Reporting (2x7)
- III. What is a Lead? Discuss its essential ingredients and types. (14)
- IV. Discuss the various kinds of interviews in relation to the different purposes and situations they serve. (14)
- V. Write a detailed note on the scope of communication. Comment on the advantages of Print media over the electronic media. (14)
- VI. Discuss the responsibilities of the Editor and the Sub-editor in a newspaper organization. (14)
- VII. Define a Feature. How is it different from News Reporting? (14)

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(2)

VIII. What is News? Discuss the primary determinants of news value. (14)

IX. What do you understand by Page Make Up? Discuss different types of Page Make Up highlighting their salient features. (14)

x-x-x

C4KNOWLEDGE SEEKERS